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**FOR IMMEDIATE RELEASE:****SUCCESSFUL LABOR DAY WEEKEND IN NEW HAMPSHIRE**

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*Tolls and Welcome Information Centers Busy*

**Concord, New Hampshire, September, 2012** – Traffic through the New Hampshire turnpike system was up 3.6% on average for the four day Labor Day Weekend holiday, according to the New Hampshire Bureau of Turnpikes. There were 1,353,707 vehicles through the tolls for the four day weekend with Monday showing the highest increase over last year at 6.8%.

“It’s a positive sign that roads were busy and traffic through the tolls was up for the holiday weekend, when in recent years it has been relatively flat,” said Bill Boynton, spokesperson for the New Hampshire Department of Transportation.

“Welcome Information Centers around the state reported that they were busy greeting guests all weekend long,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism Development. “We saw visitors from around the world including Germany, Poland and Canada, as well as New York, New Jersey and New England. All in all, a great way to kick off the fall foliage season!”

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

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